

LIBRARY OF CONGRESS
SERIALS RECORD
WASHINGTON D C

5
13
16
48

THE JOURNAL OF THE AER

IN THIS ISSUE:

March, 1948

Volume VII, Number 7

TWO CITY SCHOOLS DEDICATE NEW FM STATIONS . . . 74

MINNEAPOLIS STUDENT DISPUTANTS COOPERATE

by Madeline S. Long 75

LOW-POWER FM PROVES SUCCESSFUL AT SYRACUSE

by Franklin Dunham 76

OTHER FEATURES: WHO? WHAT? WHERE? WHEN? inside front cover. EDITORIAL, page 73. IDEA EXCHANGE, inside back cover. ALPHA EPSILON RHO, inside back cover. AER FINANCIAL STATEMENT, inside back cover. REVIEWS, back cover.

THE ASSOCIATION FOR EDUCATION BY RADIO

Who? What? Where? When?

Michigan State College is holding its Third Annual Michigan Radio Conference at East Lansing on March 5.

AER members interested in television will be glad to learn that there are still several copies of the February, 1947, "All-Television" issue available for distribution.

America in Song and Story is the title of a new series of radio programs which began Monday, February 9, at 2:10 p.m., over WNYE, New York City Board of Education station. WNYC, New York's municipal station, also carried the broadcast.

E. W. Ziebarth, CBS director of education, Central Division, after completing his dissertation, recently passed his final oral examination for the Ph.D. degree at the University of Minnesota. It is now "Dr. Ziebarth," his friends will be happy to learn.

Station KDKA, Pittsburgh, broadcast the All-State Band concert on February 14 from 2:00 to 2:30 p.m. The broadcast, which originated in the Ellwood City high school auditorium, included two hundred students, representing one hundred fifty Pennsylvania high schools.

John Crosby, in a thoughtful article, "Radio and Who Makes It," in *The Atlantic*, January, 1948 [pages 23-29], proposes more leadership by the broadcasters and less control by the advertisers to overcome radio's resistance to new ideas, fear of experiment, and reliance on ancient formulas.

Dr. John W. Studebaker, U. S. Commissioner of Education, who dedicated Station WBGO, Newark, New Jersey, on the evening of February 5, also spoke that afternoon by radio to two thousand teachers assembled in various auditoriums throughout the city on the value of radio in the classroom.

Dr. William B. Levenson, AER president, and **Dr. Franklin Dunham**, AER first vice-president, were speakers on the Radio and Education Section at the convention of the American Association of School Administrators in Atlantic City, February 25. Dr. Charles H. Lake, Cleveland, presided at the meeting.

Station WTCN, Minneapolis, will award a radio scholarship in 1948 for the third successive year. It goes to the Twin City high school graduate showing the greatest promise in the field of speech or creative writing. The winning candidate is selected by the Scholarship Committee of the Minnesota Radio Council.

Recordings of the four winning speeches in the "I Speak for Democracy" contest may be secured from the U. S. Office of Education, Transcription Exchange, Washington 25, D. C. The winners were: Janet Geister, Cuyahoga Falls, Ohio; Laura Shatto, Hagerstown, Maryland; Alice Tyree, Lawton, Oklahoma; and Rose Mudd, Missoula, Montana.

George E. Sterling, former FCC chief engineer, was recently appointed to the vacant post on the Federal Communications Commission.

"Good Morning, Miss Tyckman," a timely tribute to the teaching profession, was the title of the *Cavalcade of America* broadcast on February 2. Helen Hayes played the title role.

Dr. Tracy F. Tyler, AER Journal Editor, is now acting president, Minnesota Radio Council. He succeeded to that post upon the resignation of Mrs. G. W. P. Heffelfinger which occurred December 16.

The Midwestern District Band of the Pennsylvania Music Educators' Association was presented in a half-hour radio broadcast over Station KDKA, Pittsburgh, January 10. The broadcast originated in Ambridge high school auditorium.

The News Letter, January, 1948, is devoted exclusively to sources of teaching material in the audio-visual field. Copies at 5 cents each may be secured from the Bureau of Educational Research, 13 Page Hall, Ohio State University, Columbus 10, Ohio.

Giles Playfair, wartime productions director of the Malaya Broadcasting Corporation, has a brief, humorous sketch on singing commercials, "It's Delicious—Yum! Yum! Yum!" in the "Accent on Living" section [pages 113-14] of the December, 1947, *Atlantic*.

Dr. Franklin Dunham, chief of radio, U. S. Office of Education, made arrangements, during the UNESCO meeting in Mexico City, with Senor Gabriel Martinez De Oca, chief of radio for the Mexican Ministry of Education, to exchange American and Mexican programs.

Dorothy Lewis, since 1941, coordinator of listener activity for the National Association of Broadcasters, announced her resignation from that post early in February. The closing of the New York office of NAB made it impossible for her to carry on her duties. She will continue as a member of AWB.

The National Association of Broadcasters recently petitioned the Federal Communications Commission for proceedings to determine what would constitute the most effective use of the frequency 540 kilocycles in the United States. The 540 channel was added to the standard broadcast band for American regions at the Atlantic City Conference.

Elizabeth E. Marshall, program director, Radio Council—WBEZ, Chicago, was granted leave to attend the annual convention of the Association of Women Broadcasters of the NAB in Washington, D. C., January 29 to February 1. While there, her hat and one of Hazel Markel's were voted among the twelve most exciting hats at the meeting. Mrs. Marshall is state chairman, Illinois AWB, Ninth District.

Much Ado About Music is the name of a new quiz program—entirely musical—which made its debut on Station WQXR, New York, February 3.

The University of Georgia now has a short-wave radio station, W4HGD, which has a world-wide range. Its FCC license provides for operation on the 80, 40, and 20 meter bands.

Richard C. Brower, administrative assistant, Audio-Visual Education Service, University of Minnesota, was appointed recently to the new post of director, Audio-Visual and Radio Education, Minnesota State Department of Education.

Judith C. Waller, NBC, Chicago, recommends three NBC publications on television which may be secured free upon request to NBC: *Pioneering in Television*, *The Truth About Color Television*, and *Television—A Statement to NBC Affiliated Stations*.

Alice Keith, president, National Academy of Broadcasting, Washington, D. C., has a short paper, "What's Happening to Music in the Public Schools?" in the January 17, 1948, issue of *School and Society*. If her facts are correct, radio has a big corrective job ahead.

NATIONAL OFFICERS

WILLIAM B. LEVENSON, President, assistant superintendent of schools, Cleveland, Ohio.
FRANKLIN DUNHAM, First Vice-President, chief of radio, U. S. Office of Education, Washington 25, D. C.
THOMAS H. RISHWORTH, Second Vice-President, director of radio, University of Texas, Austin, Texas.
GERTRUDE G. BRODERICK, Secretary, Federal Radio Education Committee, Washington 25, D. C.
GEORGE JENNINGS, Treasurer, director, Chicago Radio Council, 228 N. La Salle St., Chicago 1.

PAST NATIONAL PRESIDENTS

HAROLD W. KENT, president, Kamehameha schools, Honolulu, Hawaii.
I. KEITH TYLER, director of radio education, Ohio State University, Columbus 10.
KATHLEEN N. LARDIE, director, Station WDTR, Detroit public schools, Detroit 6, Michigan.

REGIONAL PRESIDENTS

RUTH WEIR MILLER, Northeastern, educational director, Station WCAU, Philadelphia 3.
PARA LEE BROCK, Southeastern, director of education, Station WATL, Atlanta, Georgia.
BLANCHE YOUNG, Great Lakes, radio consultant, Indianapolis public schools.
RUSSELL PORTER, West Central, Department of Communications, University of Denver.
SHERMAN P. LAWTON, Southwestern, coordinator of radio, University of Oklahoma, Norman, Oklahoma.
JAMES MORRIS, Pacific Northwest, director, Station KOAC, Corvallis, Oregon.
RICHARD H. REEVE, Pacific Southwest, 2500 Sixth Ave., Sacramento, California.
KENNETH CAPLE, Canadian, director of school broadcasting, British Columbia, Canada.

ALPHA EPSILON RHO

The Association sponsors Alpha Epsilon Rho, an undergraduate, professional fraternity in radio.
SHERMAN P. LAWTON, Executive Secretary, University of Oklahoma, Norman, Okla.

AER JOURNAL STAFF

TRACY F. TYLER, Editor, University of Minnesota, Minneapolis 14, Minnesota.
VIRGINIA S. TYLER, Assistant to the Editor, 1564 Fulham St., St. Paul 8, Minnesota.
GEORGE JENNINGS, Business Manager, director, Chicago Radio Council.
JOHN W. BRANDSTETTER, AMO DeBERNARDIS, MAX J. HERZBERG, I. KEITH TYLER, E. W. ZIEBARTH, Contributing Editors.



The Journal of the AER, published monthly except June, July and August by the Association for Education by Radio. Association and Business Office: 228 North LaSalle Street, Chicago 1, Illinois. Editorial Office, to which all material for publication should be sent: 111 Northrop Memorial Auditorium, University of Minnesota, Minneapolis 14, Minnesota. The Journal of the AER goes to all members of the Association. Annual dues \$3, of which \$2 covers a year's subscription to The Journal of the AER. The payment of dues entitles a member to attend all meetings of the Association, to hold office and to receive services. Send applications for membership to 228 North LaSalle Street, Chicago 1, Illinois. Advertising rate card sent on request. The Association assumes no responsibility for the point of view expressed in editorials or articles. Each must be judged on its own merits. Entered as second-class matter October 2, 1945, at the post office at Chicago, Illinois, under the act of March 3, 1879. The Association for Education by Radio is incorporated under the laws of the State of Illinois as a non-profit organization for the purpose of furthering the best interests of radio and education.

Schools and Colleges Should Plan Now for FM

DEDICATION CEREMONIES for two new FM stations—both owned by city school systems—are recounted elsewhere in this issue. Both of these significant events took place the same day—February 5. Whether this is the beginning of a much-hoped-for and long-delayed trend toward the use of school-owned FM radio facilities by city school systems cannot yet be determined.

The FM band has had a relatively short history. After hearings in 1938, the Federal Communications Commission permitted the regular use by educators of the "ultra-high frequencies" from 41 to 42 megacycles. Cleveland, with ten years of experience in broadcasting school programs over commercial stations, was the first city school system to make use of a frequency in this band [41.5 megacycles]. A foundation grant, secured because of Cleveland's long and successful school broadcasting experience, made possible her experimentation.

FM Appears—Hardly had the use of these ultra-high frequencies begun than FM reared its head. Almost immediately a larger band [42-50 megacycles] was reserved for it and education's portion became 42 to 43 megacycles. Thus when the original FM band was staked out education received 5 of the 40 channels [later increased to 6].

Before the Fall of 1943, six educational FM licenses had been issued. But it was not long before educators realized that 5 [or even 6] channels were not enough for education. Consequently, Dr. John W. Studebaker, U. S. Commissioner of Education, requested the FCC, in a communication dated January 1, 1944, for an increase to 10 of the FM channels reserved for education.

Education's Megacycles—Instead, the FCC, after hearings held in the Fall of 1944, allocated 20 frequencies for educational FM stations. Such an allocation was not, of course, based on the then current demand for educational FM facilities. Actually only six educational FM stations existed then—four owned by city school systems—the war-created scarcity of equipment having made impossible the construction of additional stations.

Room for 800 Educational Stations—The article elsewhere in this issue by Dr. Franklin Dunham indicates the progress to date in educational FM. Additional information appears in his article, "New Look for FM in Education," in the January, 1948, *Nation's Schools*. He believes that 800 high-powered FM radio stations could be operated in the band now set aside for education [88-92 megacycles]. Most of this band is still untouched even though more than 40 licenses to educational institutions had been granted by 1947's end.

There is a very real question, it should be pointed out, as to whether 800 stations will adequately serve the needs of education. It is almost inconceivable that any large city school

system which gives careful study to the educational services being rendered by the school-owned stations in Chicago, Cleveland, New York, and San Francisco could fail to plan similar facilities at the earliest possible moment. Again, colleges and universities, large enough from the standpoint of program resources to justify station ownership, are faced now with what may be their last chance to enter broadcasting.

Smaller Institutions Need FM Most—The large city school systems and the larger colleges and universities will most certainly require a substantial number of the available FM facilities. But there are two other groups of potential users. The medium-sized cities probably have an even greater need for school-owned stations than the larger cities. For one thing they are likely to be less well served by commercial stations than the largest cities. Then, too, medium-sized cities may be in need to a greater degree of such supplements to cultural opportunities as radio can so effectively provide.

However, the greatest need for radio service, today as always, exists in the rural areas. Many parts of the nation could benefit tremendously were county educational officers to have available facilities capable of reaching all of that county's schools with radio programs. Were the counties which really need FM facilities to apply tomorrow there would probably be an insufficient number to care for that one group, let alone the large city systems, the larger colleges and universities, and the medium-sized city systems.

The First Steps—How does a school or college prepare to get into radio?

Probably the first step should be the establishment of a radio workshop. This will provide the students [and teachers] with practical experience in writing, acting, production, and the other radio arts. Soon, not less than a minimum studio, control room, and classroom *en suite* should be built. This set-up will provide the essential motivation and add realism. Then, if there are local commercial stations, there will be an outlet for individual programs whenever a workshop production meets reasonable standards.

The next step is to undertake regular series on the local commercial stations. This involves careful planning and dictates that no series be launched until all programs have been written and the quality of each thoroughly tested.

Lastly, when these steps have been taken and this valuable experience secured, the school or college is ready to move toward securing its own FM station. But a beginning must be made now! No further time should be lost! The day is not far distant when a school without radio facilities will be as far behind the times as one would be today without books, maps, and laboratories.—TRACY F. TYLER, Editor.

Two City Schools Dedicate New FM Stations

Newark, New Jersey

New Jersey's first educational radio station, owned and operated by the Newark Board of Education, was inaugurated February 5. The very next day, February 6, WBGO-FM went on the air with its regular schedule of broadcasts to its schools and community.

The inaugural broadcasts originated in the studios in Central Technical and Commercial high school and in the school auditorium. The WBGO Chorus and the documentary broadcast, dealing with the development of educational radio and previewing WBGO programs, were broadcast from the studios. These were piped to the school auditorium where some six hundred guests were assembled. The speeches were given from the stage of the auditorium, which has been equipped as an auxiliary studio. Dr. John W. Studebaker, U. S. Commissioner of Education, was the featured speaker. Addresses were also given by John H. Bosshart, New Jersey commissioner of education; Dr. John S. Herron, Newark superintendent of schools; and the Honorable Vincent J. Murphy, Newark's mayor.

Open house was held in the studios following the broadcasts. The WBGO plant consists of two studios; two control rooms [the second a practice control room used for rehearsals and recording]; a classroom for the WBGO Workshop; a technicians' room where the recording equipment is installed; a transmitter room and several staff offices. The tower and antenna are atop the school building, directly over the studios.

Radio education in the Newark public schools was made a part of what was formerly called the Department of Libraries and Visual Aids and is under the direction of Marguerite Kirk. This then became the Department of Libraries, Visual Aids, and Radio. WBGO has been, from the first, a cooperative enterprise. Its growth and development have been encouraged and guided by Superintendent Herron through his Radio Committee of school personnel. This committee was responsible for the schools' first venture in radio production—a series of forty-one public relations broadcasts over WAAT, a local commercial station. Two other series

followed this—*They Stride the Land*, dramatized American folk tales; and *Music in the Newark Schools*. In these programs, and now in the heavier schedule of broadcasts from WBGO, both the Music and Speech departments of the schools are active. A music consultant and two speech instructors have been assigned to the WBGO staff.

For several years, alert Newark teachers have been preparing themselves for the use of this new tool for teaching and learning. They have taken college and university courses and have received in-service training through workshops and institutes. Many have helped in the planning and writing of radio series in various subject fields. And student training has not been neglected. On September 8, 1947, twenty-four young people from Newark's seven high schools gathered for the first class session of the WBGO Radio Workshop. They had been selected by audition from 175 students suggested by their teachers.

Newark school authorities believe this to be the only all-city radio workshop in the country which has been recognized as a definite part of the high school curriculum by a State Department of Education. Each member of the Workshop receives two and one-half credits as an elective subject. There are also credit radio workshops in several of the city's high schools. It is hoped eventually that all Newark high schools will offer such courses.

WBGO Workshop meets regularly five afternoons a week from 1:30 until 3:30 p.m. The Course of Study followed includes Voice and Diction; Radio Appreciation; Radio Acting; Sound; Music for Radio; and a survey of the American System of Broadcasting. The Workshop is responsible for several dramatic programs each week. Students also act as announcers, assistant directors, and sound men on other of the broadcasts.

English teachers in Newark have found radio a fine point of departure for the coordination of much material included in the English curriculum—speech, literature, writing. A radio production—even a simulated production within a classroom—brings out qualities in individual students which had not been evident in the more formal

classroom atmosphere. Short stories may be adapted for radio; original ideas may be developed into five or ten minute radio plays; poetry broadcasts may be planned and presented—with music! When correct English and speech—and correct posture, too—are prerequisites to appearing on a radio production, student interest and industry in these fields are more easily attained.

Under the direction of William R. Pfeiffer, supervisor of radio, WBGO will be on the air each school day from 10:00 a.m. to 3:00 p.m. Program plans, made after consultation with teachers and curriculum advisors, include broadcasts in the fields of language arts, music, social studies, science, guidance, child care, home economics, and public relations. The Newark Museum, the Free Public Library, the County Council of Parent-Teacher Associations, and the City Central Planning Board all have scheduled series of broadcasts.

Members of the Newark school staff are interested in any radio activities carried on by other school systems. They are particularly interested in any school radio workshops and would welcome information about them. They will be most appreciative of any advice and suggestions *AER Journal* readers can give them.

Detroit, Michigan

"This is Station WDTR"—With these words the new FM educational station operated for and by the Detroit public schools took to the air waves Thursday, February 5, 1948. The inaugural program, broadcast from 9:15 to 9:30 a.m., was carried simultaneously by four local stations and rebroadcast by the other two locals in the afternoon. The studios, located at 9345 Lawton Avenue in the center of the school area, were thronged by radio, newspaper, community, and school representatives. The spacious lounge was gay with floral gifts which set off the breakfast table.

Appearing in the first official broadcast were: Woodruff D. Crouse, sales manager, Station WJIB-FM; Ralph Elvin, managing director, Station WJBK; Mark L. Haas, educational director, Station WJR; Jack McCarthy, studio supervisor, Station WXYZ; Campbell Ritchie, program director.

Station CKLW; Edward Wheeler, assistant general manager, Station WWJ. All paid tribute to Kay Lardie for her work in radio education and pledged the support of their stations in this new enterprise. Musical groups appearing on the broadcast were from Cass and Miller High Schools. Arthur Dondineau, superintendent of schools, said in part:

Radio has a real place in education. It is an added tool in the hands of the teacher. I personally believe that the heart of a good school is a good teacher. But a good teacher can be more effective if she has good tools. It is for this reason that we try to provide textbooks, library books, films, maps, and other aids. Now that we have our own FM radio station available, I am confident that the programs to be broadcast will be used by a growing number of teachers in enriching and supplementing the classroom instruction. From today on, the radio is established as a regular part of the school curriculum.

He introduced Mrs. Laura Osborn, president, Board of Education, who reviewed the Board's interest in radio education and spoke of the objectives of Station WDTR.

Congratulatory messages in the form of recordings, telegrams, and letters were received from all parts of the country. Two of the messages read were:

From AM to PM we will listen to your FM—Congratulations.

... May your airwave be a permanent wave.

Following the dedicatory program,



KATHLEEN N. LARDIE, manager, Station WDTR, Detroit public schools; and AER past national president.

sample programs in the week's offering were broadcast over the FM station. These included *Storyland*, *Our World*

Today, These Are Our Neighbors, *The School Music Hour*, and *The School Spotlight*.

Prominent among the bouquets was one from the local chapter of the AER which financed the opening ceremonies.

All members of the WDTR Radio Staff are members of the AER. These include Rose Lehman, Carl Moody, Ethel Tincher, Dean Cook [engineer], and Kathleen Lardie [manager].

Station WDTR will operate initially for four and one-half hours daily. Among the programs carried on the station is the Columbia Broadcasting System's *American School of the Air* and *The Music Box* for good listening during lunch hour. Other features include *Tale Time* and *Story Spinner* for the very young; *Etiquette*, *Safety*, and *Art* programs; and dramatized broadcasts highlighting the contributions of great men and events. The six programs carried previously on local stations will be continued and WDTR will remain silent during the periods the schools turn to the local stations.

The Detroit schools are justly proud of the close cooperation given them by local stations, and more and more interest in radio is predicted for the Detroit area.

Minneapolis Student Disputants Cooperate

COOPERATION, EVEN IN DISAGREEMENT, is being stressed in the Minneapolis public schools through the Junior Town Meeting presented over Station WTCN. Five senior high schools participate in each broadcast. One school acts as host and four other schools send speakers who offer different points of view with regard to some important topic of the day.

The teacher and students who are in charge of the project in the host school usually entertain representatives from the speaker schools two or three weeks in advance of the broadcast at a cookies-and-chocolate meeting to discuss the points of view that will be expressed, so that all sides of the controversial topic will be presented. The final speech of each participant, however, is not heard by any of the other participants until the morning of the broadcast.

WTCN sends recording equipment and engineers to the host school on the morning of the broadcast. Max Karl, WTCN public service director, acts as

moderator and introduces the show and the participants. Members of the host school audience ask questions [from the floor] which must be answered promptly by the student speakers. The half-hour program is transcribed in the school assembly with the speakers on the stage and all of the students of the senior high school sitting in the assembly, listening, and participating through applause and questions. At 6:30 p.m. the recording goes on the air. Thus the project involves radio production, speech, social studies, radio listening, and student committee work.

When the project was first launched in Minneapolis schools, Central high school offered to be the first "experimental station." After a pre-meeting of the speakers and the teachers in charge, the assembly was held and the discussion of the topic: "Can Germany Be Re-educated by World Cooperation?" was transcribed. Student and teacher representatives of the other senior high schools were invited to attend this first program. Following the assembly they

met in the teachers' lunchroom where they were the guests of the student council of Central high school for mid-morning fruit juice and coffee. For an hour the good points, weaknesses, and possibilities of the program were discussed. From this "clinical" opening the series ran [with no more than the normal number of upsets] through its first year, Minneapolis alternating with St. Paul—the latter city following a different pattern.

Preliminary to the setting up of this year's plan in Minneapolis, the principals of all the senior high schools met with the radio consultant for the schools and the representatives of Station WTCN to plan the scheduling of programs which would be transcribed in the school buildings.

The radio consultant then sent to all of the social studies teachers in the secondary schools a notice of the proposed Junior Town Meeting program with an invitation for suggestions—questions that the students, themselves, wished to discuss and wished to hear

discussed in the auditoriums of their schools. From the tremendous number of suggestions sent in, a committee selected one hundred thirteen questions. This list of topics was then sent to the modern problems classes in the senior high schools with a request that the students and teachers each check ten discussion questions which appealed to them. In this manner the list was reduced to thirty-five topics.

The next step was to call together a committee of teachers and students representing the senior high schools and make the final choice of topics for the Junior Town Meetings until the first of May. Since five schools cooperate for each program, it was necessary to have representatives of all the schools present when the topics were chosen.

The original plan was to schedule one student speaker from the host school. However, at the planning session, one of the principals suggested that the audience might feel partial to a member of their own student body. So the cooperative scheme expanded to include five schools. This makes the job more

complicated for the radio office, but it increases inter-school acquaintance and widens the listening audience.

We have found it necessary to check with the principal of the *host* school to determine whether or not he felt that the topic selected would be suitable for discussion in that particular high school. For example, a school totally undisturbed by high school sororities and fraternities might prefer not to have that topic discussed in its assembly, because a majority of its students would not be particularly interested in a discussion which did not touch their lives either in the school or its community.

The topics chosen by the students in Minneapolis this year are: Should Congress adopt the Marshall Plan? Should the new city charter be adopted as proposed? Has the U. N. justified its existence as an instrument of world peace? Do we need new laws to secure our civil liberties? Is Petrillo justified in his decision to halt the making of recordings on December 31, 1947? If the teenagers of Minneapolis had the support of the city, do you think they could

solve the problem of juvenile delinquency? Should the Big Five in the U. N. give up the veto power? Do motion pictures, radio, and comics contribute to juvenile delinquency? Do our schools practice democracy?

The production of a Junior Town Meeting program serves to bring together, not only schools, but departments within a school. It provides for practical, learning-by-doing activities in speech, listening, research, and critical thinking. It is thus in accord with the soundest educational objectives.

The method outlined takes more preparation time than a one-school broadcast, but it develops fresh points of view and interest—vital to a discussion program—and offers a valuable opportunity for inter-school cooperation on both a social and a business basis. The friendly cooperation of radio station WTCN [an ABC affiliate] is a very heartening support in an age when public education is undergoing a struggle to exist.—MADELINE S. LONG, consultant in radio education, Minneapolis public schools.

Low Power FM Proves Successful at Syracuse

SINCE THE ADVENT OF FM there is nothing that has so appealed to those who look forward to the general coverage of the United States, with educational programs planned, designed, and executed by trained school personnel, as low-powered FM. In cost, in ease of operation, and in coverage, it was heralded as a potential solution to the problem particularly of small colleges and small school systems. Now, opportunely enough, the answer has come from a large university rather than from a small institution.

One of the most favorable reports on the new low-power units designed especially for school and college broadcasting comes from tests conducted at Syracuse University, which began operating a few months ago under a special license of the Federal Communications Commission. Little short of amazing is the fact that the 2½-watt transmitter, located on top of the Library Building on the campus, not only blankets the city, but gives a strong signal within a six-mile radius of the campus and, in exceptional cases, has been heard clearly as far away as 20 miles. Station call letters, WAER, were named to represent and honor the Asso-

ciation for Education by Radio.

This successful experimentation has led to immediate consideration by University authorities of an additional unit to increase to 250 watts, and application to the FCC for a regular assignment of wave length in the 88-92 megacycle band.

Under the plan, Syracuse University would still feed programs to local commercial stations and on request to the networks. It interferes in no way with present contractual relationships, but rather allows for continuing research at the University in program building, writing, production, and administration of station facilities so necessary for training student broadcasters.

Dean Kenneth Bartlett, who conducts the Radio Department at Syracuse, as well as heads the Division of University College, certifies to greatly increased interest in fine FM reception since the University's experimental station was established.

The cost of the low-power equipment is less than \$2,500, exclusive of studio expense. Where rooms must be converted to studio use, at least \$1,000 more must be added for such conversion and equipment. City school

systems, which hitherto have had to delay plans for establishing their own radio broadcasting facilities because of prohibitive costs, will find in this relatively inexpensive equipment the answer to their dilemma. Where programming facilities are already assured through high school and college radio workshops, the matter of getting on the air can be greatly simplified. This may prove to be the greatest possible boon for immediate joining of existing outlets of school and college talent all over the country.

If and when the 250-watt unit is added, it can be done without any loss of investment in the present equipment. Estimated additional cost is approximately \$2,500, with an approximate coverage of 50 or 60 miles from the transmitter.

New FM stations which began operation on full schedule last year are KSCU, College of the Pacific, Stockton, Calif.; KUSC, University of Southern California, Los Angeles; WLSU, Louisiana State University, Baton Rouge; WSHS, Sewenaka high school, Floral Park, N. Y.; WFUV, Fordham University, New York City; WOI-FM, Iowa State College, Ames;

WSUI, State University of Iowa, Iowa City; WHAD, University of Wisconsin State Radio Council, Delafield; WHA-FM, University of Wisconsin State Radio Council, Madison; WKAR-FM, Michigan State College, Lansing; KIDE, Independent School District of El Paso, Texas; and WBKY, University of Kentucky, Lexington. WBGO, new station for Newark, N. J., Board of

Education; and WDTR, Detroit, Michigan Board of Education, both were dedicated on February 5.

Soon to be on the air are WABE, Board of Education, Atlanta, Ga.; KCRW, Board of Education, Santa Monica, Calif.; and WTDS, Board of Education, Toledo, Ohio.—FRANKLIN DUNHAM, chief, Educational Uses of Radio, U. S. Office of Education.

Idea Exchange

New AER Membership Dates

The new Constitution, adopted in the fall of 1947, provides that the Association for Education by Radio shall operate on a fiscal and membership year extending from May 1, 1948 to April 30, 1949 and each year similarly thereafter.

Therefore, in order to abide by the Constitution it is necessary that all memberships expiring in March or April of this year be extended by one or two months in renewals so that the expiration dates become uniform. The following special rates have been fixed to establish uniform membership expirations:

March expirations—\$3.50 to renew to May 1, 1949.

April expirations—\$3.25 to renew to May 1, 1949.

All memberships marked to expire in March or April 1948 will be "killed" as of May 1, 1948 unless renewed.

No member will receive the September, 1948 *Journal* unless his membership in the amount of three dollars has been received prior to that date.

Civic Education Study

The Institute on Citizenship, Kansas State College, Robert A. Walker, director, has just completed a two-year study on citizenship education. Here are a few of the conclusions which may be of interest to radio educators:

[1] Both high school and college teachers too often abandon civic education to newspapers, radio, and the

movies. Yet these media are not designed for education. Their jobs are to provide news, amusement, advertising copy.

[2] What happens when students get their "civic education" exclusively from these popular media? They neither know nor understand the fundamental rights and privileges of an American citizen. Their minds are a clutter of vague ideas, protected by strong emotional reactions to the clichés of modern demagoguery—"government interference," communism, and the American Way of Life. But if you ask them what the American Way of Life is, they can't tell you.

[3] Students can use teaching materials of higher educational value than the news-story, radio program, or the newsreel. They can handle "fairly difficult reading material"—including the original writings of Adam Smith, Hamilton, Jefferson, Lincoln, or Wilson.

Award to "The American Dream"

The American Dream, eleventh in the series of Lest We Forget programs, produced and distributed by the Institute for Democratic Education as a public service feature, was awarded one of the National Conference of Christians and Jews' annual Citations for Distinguished Merit for "radio programs contributing to better human relations."

The American Dream was conceived and produced by Harold Franklin, program director of the Institute. It was directed by Earle McGill and featured name stars of stage and screen. To date it has been broadcast by 483 radio stations throughout the country, and in an increasing number of cities it is developing into a half-hour show which includes a live panel discussion of the problems of prejudice and discrimination projected by the radio plays.

Alpha Epsilon Rho



Alpha Chapter, Stephens College, Columbia, Missouri—The Student Activity Board at Stephens College has charge of all clubs and honorary fraternities. On October 6 the Student Activity Board held an open house. Its purpose was to give clubs and fraternities an opportunity to tell about their organizations. Officers of Alpha Epsilon Rho acted as hostesses to our section. We told the girls who came how our organization is run and how they could become members if they were interested.

On October 17, the World Citizenship Organization and the Student Activity Board held a carnival in which different dormitories and organizations took part. Alpha Epsilon Rho, being a member of SAB, participated. We wrote a script called "Radio Runs Wild." Using our wire recorder, we recorded parts of the network shows which we have transcribed, and tied these shows together with clever dialogue. The whole thing ran about fifteen minutes, and we charged fifteen cents admission. We fixed one of the classrooms like a broadcasting studio and arranged chairs for the audience. The show was quite successful. We cleared about \$4.00.

AER Financial Statement

December 31, 1947

ASSETS	
Cash in bank	\$1,386.58
Accounts receivable	94.50
Total	\$1,481.08
LIABILITIES AND CAPITAL	
Regional and chapter dues payable	\$ 467.50
Reserve for promotional expense	520.22
Surplus	493.36
Total	\$1,481.08
INCOME	
National dues	\$1,002.26
Journal sales	2,090.45
Income from advertisers	1,356.73
Book service	242.35
Total	\$4,691.79
EXPENSE	
National organizational expense	\$ 723.91
Magazine printing	3,629.57
Postage and parcel post	700.27
Office expense	659.52
Stationery supplies	289.53
Advertising	197.90
Book service	244.00
Bank charges	18.24
Miscellaneous	13.00
Total expense	\$6,475.94
Net loss	1,784.15
	\$4,691.79

—Attested to by Weiss, Levin & Company, Certified Public Accountants.

AER Board of Tellers

Dr. William B. Levenson, AER president, has announced a Board of Tellers for the current election of officers. It consists of Elizabeth E. Marshall, program director, Radio Council-WBEZ, Chicago; Elizabeth E. Wolcott, Education Department, WBBM, Chicago; and Evonelle Birmingham, Raster School, Chicago 19.

On October 19, we pledged twelve members of the student staff of KWWC, our college radio station. We awakened the girls at 6:30 in the morning and they had to be at the station by 7:15. On their arrival we gave them their red and green pledge ribbons and then went to breakfast at one of the local restaurants. The pledging period lasted for one week.

On November 10, we held our initiation and initiation banquet. The ceremony was carried out according to form. The banquet was held at the Daniel Boone Hotel. All faculty members of the Radio Department, being honorary members of Alpha Epsilon Rho, were guests. Yellow roses were given to all the girls and white carnations to the men. The new members presented a skit and one of the girls sang. Dorothy Blackwell, assistant director, Division of Audio-Visual Education, St. Louis Board of Education, talked to us about women in radio.

On December 3, Alpha Chapter had a Christmas party. All members dressed as children and played children's games. Previously we had drawn names to give gifts. A girl dressed as Santa Claus distributed them. Ice cream and cookies were served.

The month of January was spent in preparation for a show which Rush Hughes gave here on February 19. Later we hope to provide a full report on the project.

Delta Chapter, Michigan State College, East Lansing—Delta Chapter sponsored two half-hour dramatic productions over the Michigan State College Station, WKAR, at 4:00 p.m. on December 4 and 11.

Epsilon Chapter, Ohio State University, Columbus—Members of Epsilon Chapter participated in full-hour dramatic sections of WOSU Christmas and New Year's programs. Walter Avison directed dramatic skits.

Our last program before Christmas vacation was a special broadcast of words and music: vocals by pledge Patti Cooper, and words by Charles Schiappacasse and Pat Harruff.

Patti Cooper has recently started her own program over WELD, a Columbus FM station. She is in charge of a half-hour platter program.

Patricia Harruff began the Ohio School of the Air "Playtime" broadcasts January 9, taking the place of Mrs. Frea Foster Collart.

Our weekly dramatic shows are now "live" half-hour programs on Saturdays. Newt Mitzman directs.

Members of the chapter are featured on several public service broadcasts over WOSU. The new March of Dimes special show written by member Cathy Doorley was directed by Walter Avison and cast entirely from the Alpha Epsilon Rho membership.

The latest development on our dramatic production scene is an agreement with radio station WGAR in Cleveland by which they will broadcast transcriptions of the AEP Playhouse regularly broadcast over WOSU.

Eta Chapter, University of Alabama, Tuscaloosa—We are planning to sponsor a Town Meeting of the Air composed of different factions posing their problems over the student radio station WABP. This is to be a half-hour show with an impartial moder-

ator. It is to be formed along the lines of America's Town Meeting of the Air. During January, we interviewed student leaders on the campus and lined up the most pertinent issues. The program had its initial airing the first week in February.

Theta Chapter, University of Oklahoma, Norman—The Annual AEP Christmas party of Theta Chapter was held December 17 at the Norman City Park. Elaine Sanford, Duard Goldsborough, and Norman Honea constituted the entertainment committee; Warren Van Brunt, Joan Finefrock, and Maureen Boatman, the refreshment committee. Thirty-five members and guests of Theta Chapter attended the party and enjoyed the dancing and entertainment. Don Clark, AEP associate member, entertained the group with a special Christmas reading.

Iota Chapter, University of Utah, Salt Lake City—Our Sunday night broadcasts seem to be doing very well. Everyone seems to like the experimental type of shows that have been produced. We haven't heard definitely as yet, but we have been asked to do a program with the new television equipment that is coming.

Xi Chapter, Miami University, Oxford, Ohio—During the month of December new pledges were chosen and were pledged on December 12. A luncheon at the College Inn,

Oxford, was given by the chapter to the new pledges. During the month of January, Xi Chapter had a luncheon at the College Inn where plans for the initiation of new pledges were discussed. A definite day for initiation has not been set.

All AEP members participated in a week of specially planned Christmas presentations over WMUB, the campus station. These included plays, recorded shows of Christmas music, poetry, etc. Members of the Radio Workshop, conducted by AEP, participated in these Christmas shows.

Pi Chapter, Baylor University, Waco, Texas—Every Thursday for the past two months, and we hope it will continue, Pi Chapter of AEP has been putting on a thirty-minute drama over KIYS, the campus radio station. We use members of the fraternity who are interested in gaining dramatic experience. Also we have a member produce the show. Edgar G. Will, Jr., former AEP member and now a Baylor faculty member, is the advisor for all productions. So far the productions have been well received by the station audience.

Questions concerning Alpha Epsilon Rho should be addressed to Dr. Sherman P. Lawton, *Executive Secretary*, Alpha Epsilon Rho, University of Oklahoma, Norman, Oklahoma.

Reviews

Radio News Writing and Editing. By Carl Warren. New York: Harper Brothers. 1947. xxi + 439 pp. \$4.

Writers of college textbooks in recent months have discovered a new and potentially lucrative field in radio journalism. The latest person to invade this largely uncharted wilderness is Carl Warren who directs a large news staff as broadcast editor of the *New York Daily News*.

Warren's text is the first full-length volume devoted entirely to writing and editing radio news, and is considerably more comprehensive than its predecessors. It also stresses in considerably more detail than is recorded in any other publication, the organization and the mechanical routine of the news room. In the opinion of this writer, however, there are a number of fundamental weaknesses in Warren's book that do substantial damage to its effectiveness.

It is a long book, including an overwhelming amount of detail, but the entire volume is scaled to a level that seems far below the potential comprehension of the average upper classman in a college or university. It also strikes this writer that the author is far too concerned with academic "folderol." It seems to be cutting education a little too thin to be sorting out the ten elements of news, or six types of warm-ups, or to devote space to explaining that a page slugged "2" should fall between "1" and "3."

There is one particular quarrel this writer has with Mr. Warren. There is a movement of some strength afoot in the radio industry now to broaden the radio news operation by making it a reporting-editing-writing function rather than a matter of strictly writing and editing. It seems only common sense that the

radio news department identify itself with the local scene, establish its own coverage of important local events, and develop local angles on national and international stories wherever such a procedure is possible or feasible. Radio can't develop any vitality or individuality without it. Yet Warren has seen fit to draw a sharp line of demarcation barring the reporting function from the news room. He explains that reporting should be left largely to the press associations and the newspapers. Consequently, training in reporting methodology and suggestions for handling news from the local or regional perspective are omitted from consideration in this volume.

There is also a superficiality in the book which results from the stress on the routine and mechanical functions. There is little consideration, for example, of the responsibilities of the news reporter-writer-editor and broadcaster, of the fascinating and stimulating impact of the spoken word on the listener, of the enormous and complicated task of the radio writer or broadcaster in conveying a sound and understandable picture of dynamic events to the listener.

There is little or nothing now available in the literature of radio journalism which treats in such detail with the strictly writing phase of the news room operation or with the matter of technique. Warren's book will undoubtedly serve well for both classroom and practitioner in this limited function. But this writer is hopeful that some radio newsmen or teacher will sometime probe behind the day-to-day news operation to tell the much more significant story involved in the whole process of constructing a radio news broadcast.—SIEGFRIED MICKELSON, director, News and Special Events, Station WCCO, Minneapolis.